

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414231

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PACIFIC WESTERN BANK		01/31/2017	STATE CHARTERED BANK: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LIVING PROOF, INC.		
<b>Street Address:</b>	63 ROGERS STREET		
<b>City:</b>	CAMBRIDGE		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02142		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 29</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4355581		
<b>Registration Number:</b>	4377464	AMP2	
<b>Registration Number:</b>	4545028	NEOTENSIL	
<b>Registration Number:</b>	4765859	NIGHT CAP	
<b>Serial Number:</b>	86101522	B.A.G. SCALE	
<b>Registration Number:</b>	3613717	FRIZZ	
<b>Serial Number:</b>	86205720	INVISIBLE SHAPEWEAR	
<b>Registration Number:</b>	4610341	LIVING PROOF	
<b>Registration Number:</b>	4317253	LIVING PROOF	
<b>Registration Number:</b>	3667819	LIVING PROOF	
<b>Serial Number:</b>	86253439	LIVING PROOF RX   LAB	
<b>Registration Number:</b>	4562456	LIVING PROOF STYLE   LAB	
<b>Registration Number:</b>	4441216	LIVING PROOF. PERFECT HAIR DAY	
<b>Registration Number:</b>	4265841	PRIME STYLE EXTENDER	
<b>Registration Number:</b>	3846606	RESULTS YOU CAN SEE FROM ACROSS THE ROOM	
<b>Serial Number:</b>	86253452	RX   LAB	
<b>Serial Number:</b>	86373669	SHAMPOO	
<b>Registration Number:</b>	4332881	STRATERIS	
<b>Registration Number:</b>	4444857	STYLE   LAB	
<b>TRADEMARK</b>			

CH \$740.00 4355581

Property Type	Number	Word Mark
Serial Number:	85969481	STYLE STAMINA
Registration Number:	4153556	WE ARE LIVING PROOF
Registration Number:	4512782	WE ARE THE SCIENCE. YOU ARE THE LIVING P
Registration Number:	4657150	WE ARE THE SCIENCE. YOU ARE THE LIVING P
Registration Number:	4265821	YOU ARE THE LIVING PROOF
Serial Number:	86940320	AGE WISELY
Serial Number:	86940314	YOUR BEST HAIR
Serial Number:	86938541	DRY VOLUME BLAST
Serial Number:	86764334	LIVING PROOF
Serial Number:	86692715	LIVING PROOF. TIMELESS

**CORRESPONDENCE DATA**

Fax Number: 9193541278

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: 919-314-3086

Email: diligencereview@square1bank.com

Correspondent Name: PACIFIC WESTERN BANK

Address Line 1: 406 BLACKWELL STREET

Address Line 2: SUITE 240

Address Line 4: DURHAM, NORTH CAROLINA 27701

**NAME OF SUBMITTER:** NICHOLAS NANCE

**SIGNATURE:** /NICHOLASNANCE/CCD

**DATE SIGNED:** 01/31/2017

**Total Attachments: 6**

source=Living Proof - Signed IP Release#page1.tif

source=Living Proof - Signed IP Release#page2.tif

source=Living Proof - Signed IP Release#page3.tif

source=Living Proof - Signed IP Release#page4.tif

source=Living Proof - Signed IP Release#page5.tif

source=Living Proof - Signed IP Release#page6.tif

## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of January 31, 2017, by **PACIFIC WESTERN BANK** ("Lender") in favor of **LIVING PROOF, INC.**, a Delaware corporation ("Company") with its principal place of business located at 63 Rogers Street, Cambridge, MA 02142.

### Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation the patents and trademarks described on Exhibits A and B attached hereto, respectively, (collectively, the "Intellectual Property") under an Intellectual Property Security Agreement dated as of February 6, 2015, and a Supplement to Intellectual Property Security Agreement dated as of March 31, 2016 (collectively, the "Security Agreement"), and recorded with the US Patent and Trademark Office as set forth on Exhibits A and B.

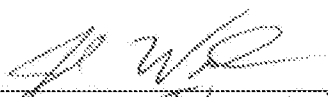
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

### Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

**LENDER:**

**PACIFIC WESTERN BANK**

  
Name: John Webster  
Title: SVP

406 Blackwell Street  
Suite 240  
Durham, NC 27701

## EXHIBIT A

### Patents

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **October 6, 2015** at Reel and Frame Number **036796/0001**:

<u>Description</u>	<u>Application No./Issued Patent No.</u>	<u>Application or Issue Date</u>
HAIR TREATMENT COMPOSITIONS AND METHOD OF TREATING HAIR USING SAME	8226934	7-24-12
HAIR CARE COMPOSITIONS AND METHODS OF TREATING HAIR USING SAME	7785575	8-31-10
HAIR TREATMENT COMPOSITIONS AND METHOD OF TREATING HAIR USING SAME	7763240	7-27-10
HAIR CARE COMPOSITIONS AND METHODS OF TREATING HAIR USING SAME	8318138	11-27-12
HAIR TREATMENT COMPOSITIONS AND METHOD OF TREATING HAIR USING SAME	8557223	10-15-13
HAIR TREATMENT COMPOSITIONS AND METHOD OF TREATING HAIR USING SAME	8545818	10-1-13
BATTERY PACK (filed in error, releasing to correct the record)	8551643	10-8-13
SKIN COMPOSITIONS AND METHODS OF USE THEREOF	9114096	8-25-15
SKIN COMPOSITIONS AND METHODS OF USE THEREOF	9308221	4-12-16
SKIN COMPOSITIONS AND METHODS OF USE THEREOF	8691202	4-8-14
COMPOSITIONS AND METHODS FOR TREATING DERMATOLOGICAL DISORDERS	9333223	5-10-16
SCALE AND ASSOCIATED METRIC FOR TREATMENT OF FACIAL WRINKLES AND RELATED CONDITIONS	14527983	10-30-14

SPRAY CONTAINER	D610906	3-2-10
SQUEEZE BOTTLE	D611817	3-16-10
BOTTLE	D610910	3-2-10
SHAMPOO/CONDITIONER BOTTLE DESIGN	D610907	3-2-10
SHAMPOO BOTTLE	D640563	6-28-11
CONDITIONER BOTTLE	D646172	10-4-11
SPRAY BOTTLE WITH CAP	D658063	4-24-12
BOTTLE FOR SHAMPOO OR CONDITIONER	D635858	4-12-11
HAIR PRODUCT BOTTLE	D660705	5-29-12
HAIR PRODUCT BOTTLE	D658998	5-8-12
HAIR PRODUCT BOTTLE	D660704	5-29-12
SKINCARE APPLICATOR	D707392	6-17-14
SKINCARE APPLICATOR	D706978	6-10-14

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **April 6, 2016** at Reel and Frame Number **038206/0301**:

<u>Description</u>	<u>Application No./Issued Patent No.</u>	<u>Application or Issue Date</u>
COLORING AGENTS AND METHODS OF USE THEREOF	9,248,086 14/554,555	02/02/16 11/26/14
HAIR CARE COMPOSITIONS AND METHODS OF TREATING HAIR USING SAME	9,192,553 13/975,573	11/24/15 08/26/13
BETA-AMINO ESTER COMPOUNDS AND USES THEREOF	9,175,114 14/224,365	11/03/15 03/25/14
CATIONIC ALCOHOLS AND USES THEREOF	9,138,398 13/765,235	09/22/15 02/12/13
COLORING AGENTS AND METHODS OF USE THEREOF	8,932,370 14/273,618	01/13/15 05/09/14

<u>Description</u>	<u>Application No./Issued Patent No.</u>	<u>Application or Issue Date</u>
COLORING AGENTS AND METHODS OF USE THEREOF	8,758,451 13/869,923	06/24/14 04/24/13
BETA-AMINO ESTER COMPOUNDS AND USES THEREOF	8,748,551 13/722,109	06/10/14 12/20/12
HAIR CARE COMPOSITIONS AND METHODS OF TREATING HAIR	8,551,463 12/797,141	10/08/13 06/09/10
COLORING AGENTS AND METHODS OF USE THEREOF	8,444,715 13/441,367	05/21/13 04/06/12
CATIONIC ALCOHOLS AND USES THEREOF	8,404,221 13/547,522	03/26/13 07/12/12
BETA-AMINO ESTER COMPOUNDS AND USES THEREOF	8,362,175 13/414,407	01/29/13 03/07/12
CATIONIC ALCOHOLS AND USES THEREOF	8,242,309 12/883,762	08/14/12 09/16/10
BETA-AMINO ESTER COMPOUNDS AND USES THEREOF	8163861	4/24/12
COLORING AGENTS AND METHODS OF USE THEREOF	8187340	5/29/12
HAIR CARE COMPOSITIONS AND METHODS OF TREATING HAIR	13974411	8/23/13
HAIR VOLUMINIZING COMPOSITIONS AND METHODS	14168232	1/30/14
BETA-AMINO ESTER COMPOUNDS AND USES THEREOF	14854227	9/15/15

**EXHIBIT B****Trademarks**

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **October 6, 2015** at Reel and Frame Number **5639/0001**:

<b><u>DESCRIPTION</u></b>	<b>REGISTRATION/ SERIAL NUMBER</b>	<b>REGISTRATION/ APPLICATION DATE</b>
(design only)	4355581	6/18/13
AMP2	4377464	7/30/13
NEOTENSIL	4545028	6/3/14
NIGHT CAP	4765859	6/30/15
B.A.G. SCALE	86101522	10/25/13
FRIZZ	3613717	4/28/09
INVISIBLE SHAPEWEAR	86205720	2/27/14
LIVING PROOF	4610341	9/23/14
LIVING PROOF	4317253	4/9/13
LIVING PROOF	3667819	8/11/09
LIVING PROOF RX   LAB	86253439	4/16/14
LIVING PROOF STYLE   LAB	4562456	7/8/14
LIVING PROOF, PERFECT HAIR DAY	4441216	11/26/13
PRIME STYLE EXTENDER	4265841	12/25/12
RESULTS YOU CAN SEE FROM ACROSS THE ROOM.	3846606	9/7/10
RX   LAB	86253452	4/16/14
SHAMPOO	86373669	8/21/14
STRATERIS	4332881	5/7/13
STYLE   LAB	4444857	12/3/13
STYLE STAMINA	85969481	6/25/13

WE ARE LIVING PROOF	4153556	6/5/12
WE ARE THE SCIENCE. YOU ARE THE LIVING PROOF.	4512782	4/8/14
WE ARE THE SCIENCE. YOU ARE THE LIVING PROOF.	4657150	12/16/14
YOU ARE THE LIVING PROOF	4265821	12/25/12

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **April 6, 2016** at Reel and Frame Number **5766/0416**:

MARK	REGISTRATION/ SERIAL NUMBER	REGISTRATION/ APPLICATION DATE
AGE WISELY	86940320	03/15/16
YOUR BEST HAIR	86940314	03/15/16
DRY VOLUME BLAST	86938541	03/14/16
LIVING PROOF	86764334	09/22/15
LIVING PROOF. TIMELESS	86692715	07/14/15